

## ORDER



Orders	Order / Rev:	167746
	Alt Order #:	06859412
	Product Desc:	CRAVAACK 4 CONGRESS
	Estimate:	C30N06
	Flight Dates:	10/30/12 - 11/06/12
	Original Date / Rev:	10/31/12 / 10/31/12
	Order Type:	GENERAL

**KSTP-TV, LLC and KSAX-TV**

Primary AE:	Rachel Chason
Sales Office:	P-PHL
Sales Region:	National

<b>Agency</b>	<b>Name:</b>	<b>Smart Media Group</b>
	Buying Contact:	
	Billing Contact:	
		814 King Street Ste. 400
		Alexandria, VA 22314-3069

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Cravaack for Congress
	Demographic:	A35+
	Product Codes:	PL1
	Priority:	1
	Revenue Codes:	AGY, POL, CAND

New Business Thru: \_\_\_\_\_  
Order Separation: 00:15:00  
Advertiser External ID: \_\_\_\_\_  
Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	56	\$35,320.00	\$30,022.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	56	\$35,320.00	\$30,022.00	53.40
<b>Totals</b>	<b>56</b>	<b>\$35,320.00</b>	<b>\$30,022.00</b>	<b>53.40</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Rachel Chason			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KSTP-TV, LLC and KSAX-TV	20%	\$35,320.00
Market	100%	\$176,600.00

### Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KARE	26%	\$45,916.00
KMSP	0%	\$0.00
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
WCCO	54%	\$95,364.00
WFTC	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	M	10/30/12	10/30/12	M-F Midday News M-F Midday News	CM	11a-12p	-T-----	:30	1	\$500.00	1	2.60	NM	1	\$500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/29/12	11/04/12	-T-----	1		\$500.00	2.60							
2	M	10/31/12	10/31/12	M-F Midday News M-F Midday News	CM	11a-12p	--W----	:30	1	\$500.00	1	2.60	NM	1	\$500.00
NEWS															

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Estimate: C30N06

KSTP-TV, LLC and KSAX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	M	10/31/12	10/31/12	M-F Midday News M-F Midday News	CM	11a-12p	--W----	:30	1	\$500.00	1	2.60	NM	1	\$500.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W----					1	\$500.00		2.60			
3	M	11/01/12	11/01/12	M-F Midday News M-F Midday News	CM	11a-12p	---T---	:30	1	\$500.00	1	2.60	NM	1	\$500.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---					1	\$500.00		2.60			
4	M	11/02/12	11/02/12	M-F Midday News M-F Midday News	CM	11a-12p	----F--	:30	1	\$500.00	1	2.60	NM	1	\$500.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--					1	\$500.00		2.60			
5	M	11/05/12	11/05/12	M-F Midday News M-F Midday News	CM	11a-12p	M-----	:30	1	\$500.00	1	2.60	NM	1	\$500.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----					1	\$500.00		2.60			
6	M	11/06/12	11/06/12	M-F Midday News M-F Midday News	CM	11a-12p	-T-----	:30	1	\$500.00	1	2.60	NM	1	\$500.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-T-----					1	\$500.00		2.60			
7	M	10/31/12	10/31/12	M-F GMA M-F GMA	CM	7-9a	--W----	:30	1	\$750.00	1	2.20	NM	1	\$750.00
				GMA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W----					1	\$750.00		2.20			
8	M	11/02/12	11/02/12	M-F GMA M-F GMA	CM	7-9a	----F--	:30	1	\$750.00	1	2.20	NM	1	\$750.00
				GMA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--					1	\$750.00		2.20			
9	M	11/05/12	11/05/12	M-F GMA M-F GMA	CM	7-9a	M-----	:30	1	\$750.00	1	2.20	NM	1	\$750.00
				GMA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----					1	\$750.00		2.20			
10	M	11/06/12	11/06/12	M-F GMA M-F GMA	CM	7-9a	-T-----	:30	1	\$750.00	1	2.20	NM	1	\$750.00
				GMA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-T-----					1	\$750.00		2.20			
11	M	11/03/12	11/03/12	Sa 6-7a Sat 6a News	CM	6-7a	-----S-	:30	1	\$350.00	2	2.00	NM	1	\$350.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$350.00		2.00			
12	M	11/03/12	11/03/12	SA GMA Sa GMA	CM	7-8a	-----S-	:30	1	\$800.00	1	2.90	NM	1	\$800.00
				GMA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$800.00		2.90			
13	M	11/04/12	11/04/12	Su 6-7a Sun 6-7a News	CM	6-7a	-----S	:30	1	\$450.00	1	2.30	NM	1	\$450.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S					1	\$450.00		2.30			
14	M	11/04/12	11/04/12		CM	7-8a	-----S	:30	1	\$900.00	1	3.90	NM	1	\$900.00

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KSTP-TV, LLC and KSAX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
SU GMA Su GMA														
GMA														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1	\$900.00		3.90			
15	M	11/04/12	11/04/12	Sun 8-9a Sun 8-9a	CM	8-9a -----S	:30	1	\$900.00	1	3.70	NM	1	\$900.00
GMA														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1	\$900.00		3.70			
16	M	10/30/12	10/30/12	M-F 430-5p News 430p News	CM	430-5p -T-----	:30	1	\$600.00	1	2.00	NM	1	\$600.00
5 EW NW430P MF														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$600.00		2.00			
17	M	10/31/12	10/31/12	M-F 430-5p News 430p News	CM	430-5p --W----	:30	1	\$600.00	1	2.00	NM	1	\$600.00
5 EW NW430P MF														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----				1	\$600.00		2.00			
18	M	11/01/12	11/01/12	M-F 430-5p News 430p News	CM	430-5p ---T---	:30	1	\$600.00	1	2.00	NM	1	\$600.00
5 EW NW430P MF														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---				1	\$600.00		2.00			
19	M	11/02/12	11/02/12	M-F 430-5p News 430p News	CM	430-5p ----F--	:30	1	\$600.00	1	2.00	NM	1	\$600.00
5 EW NW430P MF														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--				1	\$600.00		2.00			
20	M	11/05/12	11/05/12	M-F 430-5p News 430p News	CM	430-5p M-----	:30	1	\$600.00	1	2.00	NM	1	\$600.00
5 EW NW430P MF														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$600.00		2.00			
21	M	11/04/12	11/04/12	Su 530-6p Su 530-6p News	CM	530-6p -----S	:30	1	\$900.00	1	4.20	NM	1	\$900.00
5 EW NWS E-SUN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1	\$900.00		4.20			
22	M	10/30/12	11/02/12	M-F 430-5a News M-F 430-5a News	CM	430-5a -TWTF--	:30	2	\$50.00	4	0.00	NM	2	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--				2	\$50.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	M	10/29/12-11/04/12		M-F 430-5a News		430-5a	-TWThF----	:30	\$30.00		0.00	NM		
2	M	10/29/12-11/04/12		M-F 430-5a News		430-5a	-TWThF----	:30	\$30.00		0.00	NM		
23	M	10/30/12	11/02/12	M-F Midday News M-F Midday News	CM	11a-12p -TWTF--	:30	4	\$500.00	1	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$500.00		0.00			
24	M	11/05/12	11/06/12	M-F Midday News M-F Midday News	CM	11a-12p MT-----	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$500.00		0.00			
25	M	10/30/12	11/02/12	M-F 6-7a News M-F 6-7a News	CM	6-7a -TWTF--	:30	4	\$800.00	1	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$800.00		0.00			
26	M	11/05/12	11/06/12		CM	6-7a MT-----	:30	2	\$800.00	1	0.00	NM	2	\$1,600.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 6-7a News											
				M-F 6-7a News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					2	\$800.00		0.00			
27	M	10/30/12	11/02/12	M-F GMA	CM	7-9a	-TWTF--	:30	4	\$750.00	1	0.00	NM	4	\$3,000.00
				M-F GMA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					4	\$750.00		0.00			
28	M	11/05/12	11/06/12	M-F GMA	CM	7-9a	MT-----	:30	2	\$750.00	1	0.00	NM	2	\$1,500.00
				M-F GMA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					2	\$750.00		0.00			
29	M	11/03/12	11/03/12	Sa 6-7a	CM	6-7a	-----S-	:30	1	\$350.00	2	0.00	NM	1	\$350.00
				Sat 6a News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$350.00		0.00			
30	M	11/03/12	11/03/12	SA GMA	CM	7-8a	-----S-	:30	2	\$800.00	1	0.00	NM	2	\$1,600.00
				Sa GMA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					2	\$800.00		0.00			
31	M	11/04/12	11/04/12	Su 6-7a	CM	6-7a	-----S	:30	2	\$450.00	1	0.00	NM	2	\$900.00
				Sun 6-7a News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					2	\$450.00		0.00			
32	M	11/04/12	11/04/12	SU GMA	CM	7-8a	-----S	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
				Su GMA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					2	\$900.00		0.00			
33	M	11/04/12	11/04/12	Sun 8-9a	CM	8-9a	-----S	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
				Sun 8-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					2	\$900.00		0.00			
34	M	10/30/12	11/02/12	M-F Midday News	CM	11a-12p	-TWTF--	:30	1	\$250.00	3	0.00	NM	1	\$250.00
				M-F Midday News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					1	\$250.00		0.00			
36	M	11/01/12	11/02/12	M-F Midday News	CM	11a-12p	---TF--	:30	1	\$500.00	1	0.00	NM	1	\$500.00
				M-F Midday News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---TF--					1	\$500.00		0.00			
N37	M	11/03/12	11/03/12	11a-230p College FB	SPRT	11a-230p	-----S-	:30	1	\$750.00	3	0.00	NM	1	\$750.00
				ABC College Football											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$750.00		0.00			
N38	M	11/02/12	11/02/12	Friday Prime A	CM	7-8p	----F--	:30	1	\$1,200.00	3	0.00	NM	1	\$1,200.00
				Last Man Standing/Malibu											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$1,200.00		0.00			
N39	M	11/01/12	11/02/12	M-F GMA	CM	7-9a	---TF--	:30	1	\$500.00	2	0.00	NM	1	\$500.00
				M-F GMA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---TF--					1	\$500.00		0.00			
N40	M	11/03/12	11/03/12	Sat 430-5a	CM	430-5a	-----S-	:30	1	\$10.00	3	0.00	NM	1	\$10.00
				Wall Street Journal											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$10.00		0.00			
													Totals	56	\$35,320.00